

TO: James Taylor

DATE: September 18, 1990

FROM: Nancy Gurry

SUBJECT: Nectar Qualitative Research

In order to assess consumers' reactions to various Nectar campaigns, in-depths have been scheduled for Friday, Sept. 21. These interviews will be conducted from 10:00 AM - 5:00 PM at Plaza II Research in Paramus, New Jersey:

Plaza II Research
Building #120
2nd Floor - Suite 201
Paramus, New Jersey
201-265-7500

Directions to the service have been attached for your convenience. Please let us know if you plan on attending.

cc: D. Beran
E. Butson
K. Eisen
J. Illes
C. Levy
L. Suwarna

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